Events & meetups

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Expanding your network

- Meeting new people at in-person events might be an opportunity for you to find your first customers

  #1 Meetup.com

  #2 Eventbrite.com

- There are groups that meet in real life for just about anything you can think of
- Look for events near you
- Don’t search for events related to your industry, but for groups of people that fit into your target customer category
- Make contact with anyone at the event and ask them what they do for a living and what they are working on
- Drive the conversation towards the problem you are trying to solve, ask them if they have it, and ask for feedback
- Exchange business cards and follow up with them a few days later by showing them your product